

08-27-1998

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To the Honorable Commissioner



100804691

*MRO*  
*8-13-98*

1. Name of conveying party(ies):

Hansen Beverage Company

- ☐ Individual(s) ☐ Association  
☒ General Partnership ☐ Limited Partnership  
☒ Corporation-State  
☐ Other

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: June 23, 1998

2. Name and address of receiving party(ies):

Name: The Procter & Gamble Company

Internal Address: --

Street Address: One Procter & Gamble Plaza

City: Cincinnati State: Ohio ZIP: 45202

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☒ Corporation-State Ohio  
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached ☐ Yes ☐ No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

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B. Trademark registration No.(s)

1,927,801

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Dianna Icenhower

Internal Address: 2C-GO/Legal

Street Address: One Procter & Gamble Plaza

City: Cincinnati State: Ohio ZIP: 45202

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$ 45.00

☐ Enclosed

☒ Authorized to be charged to deposit account

8. Deposit account number:

16-2488

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Dianna Icenhower

Name of Person Signing

*Dianna Icenhower*  
Signature

TRADEMARK

8-4-98

Date

REEL: 1773 FRAME: 0982

Attachment 2

**UNITED STATES  
TRADEMARK ASSIGNMENT**


WHEREAS, HANSEN BEVERAGE COMPANY, a corporation of the State of California, located and doing business at 2401 East Katella Avenue, Suite 650, Anaheim, California 92806, (the "Assignor") is the owner of the trademark BLACK CHERRY ECLIPSE Reg. No. 1,927,801 (the "Trademark") and;

WHEREAS, THE PROCTER & GAMBLE COMPANY, a corporation of the State of Ohio, located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, (the "Assignee"), is desirous of acquiring the Trademark together with the goodwill of the business symbolized by the Trademark;

NOW, THEREFORE, in exchange for good and valuable consideration paid to Assignor by Assignee, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademark together with the goodwill of the business symbolized by the Trademark.

Signed at Corona, California this 23<sup>rd</sup> day of June, 1998.

HANSEN BEVERAGE COMPANY

By:   
Rodney Sacks  
Chairman